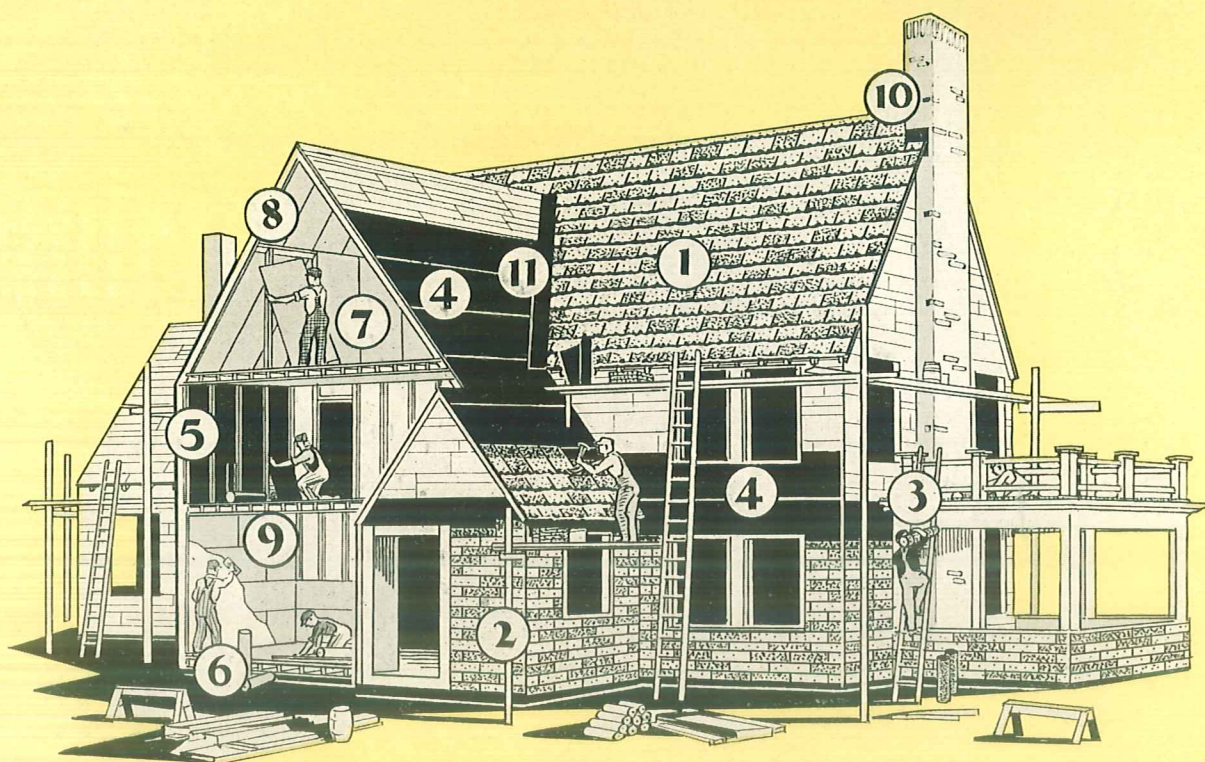




*Are
you going to*
BUILD or REPAIR

BIRD & SON, inc.
East Walpole, Mass. Chicago, Ill.
New York City



THERE IS A BIRD PRODUCT FOR EVERY TYPE OF BUILDING

THE HOUSE *that BIRD builds*

- | | |
|-----------------------------------|-------------------------------|
| 1 Weathertex Thick Butt Shingles | 6 Reinforced Waterproof Paper |
| 2 Art-Bric Siding | 7 Neponset Wall Board |
| 3 Paroid Roofing | 8 Insulating Board |
| 4 Neponset Black Waterproof Paper | 9 Insulating Lath |
| 5 Insulating Blanket | 10 Plastic Cement |
| 11 Valley Strips | |

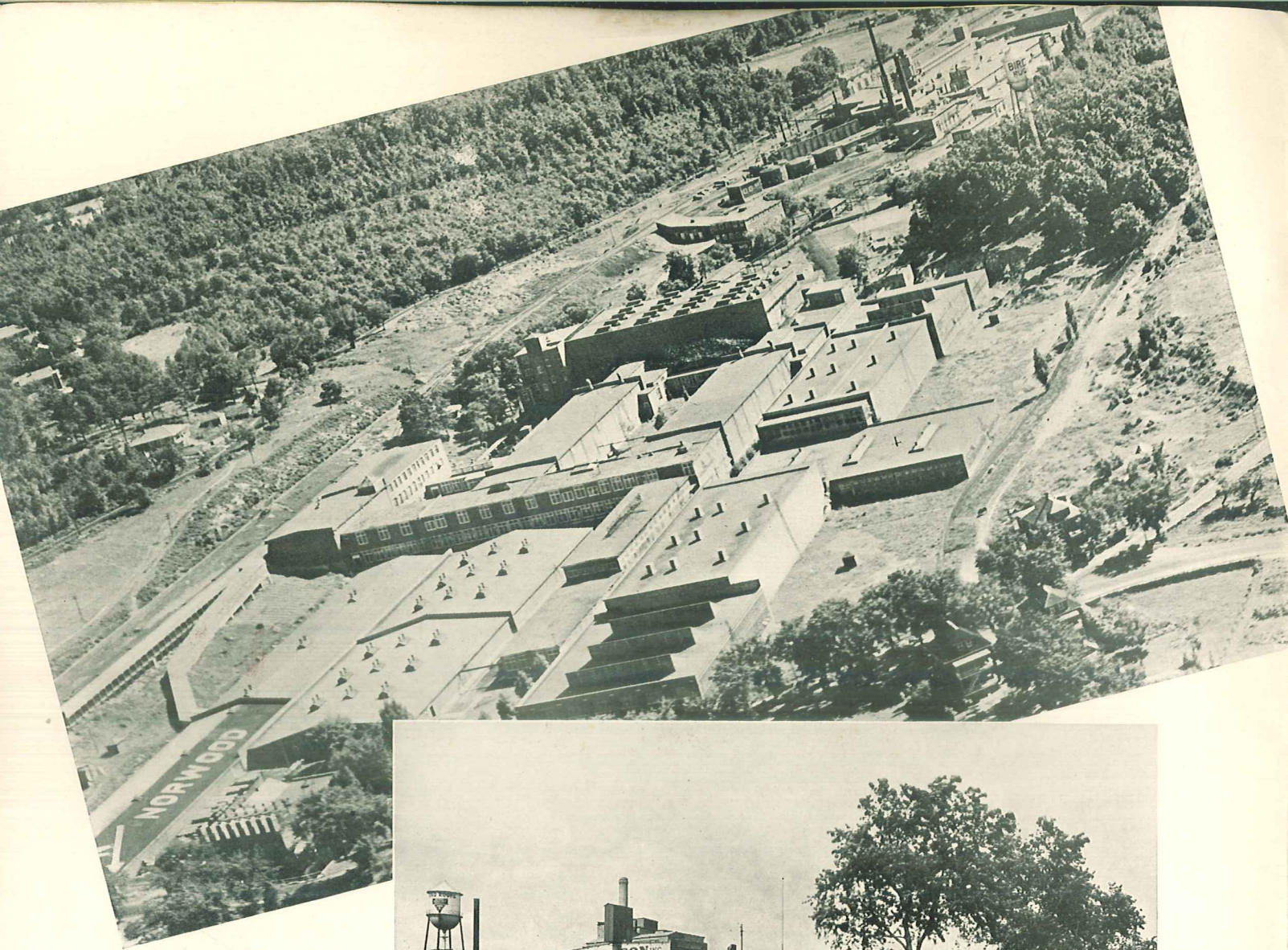
"These done, O dwelling, you become not just a house, but truly Home!"

—CHRISTOPHER MORLEY



This book is published solely for the purpose of assisting you to solve the many problems which arise when you contemplate repairs, remodeling or new building.

There is a genuine pleasure to all of us in viewing a completed job well done. In recognition of this the ideas and products presented on the following pages incorporate the most practical suggestions of countless home owners, architects, builders, and dealers.



Above
PLANT AT NORWOOD, MASS.



Right
PLANT AT CHICAGO, ILL.

Many years in business may mean little but *it does mean much* when, as in the case of Bird & Son, inc., it is a continuous record of invention, progressiveness, expansion, and service to the public.

This record, coupled with a continuous reputation for high quality products, is substantiated by the great number of reliable and successful dealers who have selected Bird Materials to best serve the property owner, builder, and contractor.

HOW BIRD & SON, inc. ASSISTS HOME OWNERS

Bird Products are designed for the millions of homes and buildings throughout this country. There is a Bird dealer near you to advise and help you with any and all of your building and repair problems. Your dealer can show you how easily and economically the remodeling you plan **MAY ALL BE PAID FOR OUT OF INCOME** by taking advantage of the simple and easy method of payment provided by the Bird Finance Plan.



A few moments' thought will convince you how desirable it is from your standpoint that Bird Roofs and other building products are distributed through the most reliable and efficient local dealers. You not only wish to feel that our guarantee of quality is back of every bit of Bird Material you buy, but you want a local point of contact—a first-class dealer whose reputation has been known to you for many years and upon whom you can implicitly rely for advice and suggestions.

The trade-mark which appears on all of Bird Products is symbolic of a record of vigorous growth and progress in many ways paralleling the development of this country. Today the Bird Mills cover many acres of floor space in the making of Bird Products. Perhaps you already are a user of one or more of these.



One of the most important building purchases you may make is the roof. It is a purchase well worthy of careful investigation and thought, for what can give you greater satisfaction than a roof which everyone will admire and under which you know you are safe. A Bird Roof protects from falling sparks and flying embers just as it does from snow, wind, and rain.

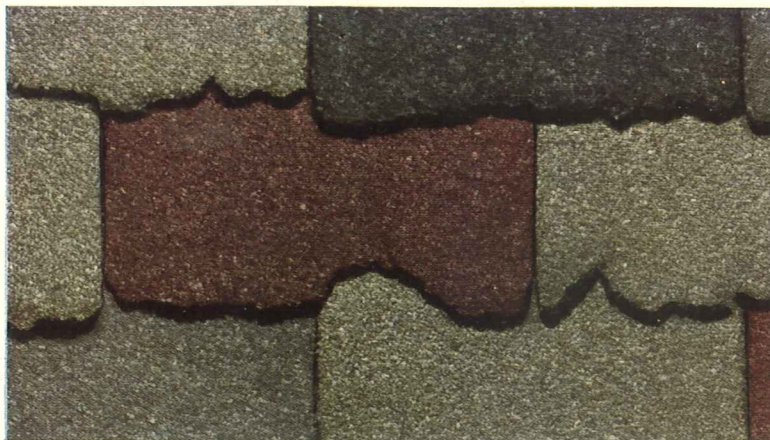
And so this book is devoted to a careful study of these factors of Beauty, Protection and Style in Roofs. Back of these products is the guarantee of Quality by one of the oldest manufacturing enterprises in the country (founded 1795) and the confidence in their quality which reposes in the minds of thousands of progressive and reliable dealers handling Bird Products.



BIRD CUSTOM BUILT SHINGLES *are designed to take the place of higher priced roofings on the finest homes.*

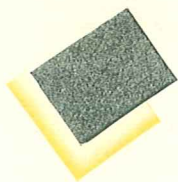
The massive butts and irregular edges of Bird Custom Built Shingles give a distinctive touch which greatly adds to the beauty of the roof. Each shingle is hand-made by skilled craftsmen and different color combinations may be produced to your own particular specifications. The method of construction, the materials which are used in the making, the size, and weight produce a roofing which is durable and fire resisting to a remarkable degree.

They carry the Underwriters' Class "B" label as a certification of their superior fire-resisting qualities—the only asphalt shingle so rated.



Size 12 in. x 18 in.
Weight per square 400 lbs.
Exposure 7 inches.

GIANT INDIVIDUALS

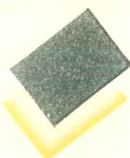


Size 12 in. x 16 in.
Weight per square 315 lbs.
Exposure 5 inches.

These shingles make a most effective roof when laid Dutch Lap Method. See page 12.
Weight per square 155 lbs.
Exposure 10 inches.

are made in a wide variety of pleasing colors, permitting the selection of color combinations insuring as distinctive a roof as if painted by an artist. These shingles are very heavy, the butts are extra wide and the whole appearance on the roof is one of massive, sturdy individuality.

STANDARD INDIVIDUALS

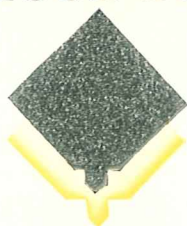


Size 9 in. x 12½ in.
Weight per square 242 lbs.
Exposure 4 inches.

Differing from Giant Individuals only in size and weight they provide just as original a roof as can be desired.

When applied to the roof they lie three thick affording that degree of protection which is extra insurance.

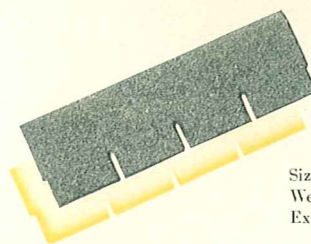
LOCK-BUTT SHINGLES



Size 16 in. x 16 in.
Weight per square 119 lbs.
Exposure 17½ inches.

This is a shingle made especially for application over old shingles. By reason of the locking device there is no possibility of this shingle being affected by the wind. This is a sturdy, safe shingle made to meet the requirements of a closely budgeted income. Colors for every taste and style.

Shatter-resistant surfacing of Bird Mineral Surfaced Roofings makes them safer and easier to apply in cold weather.

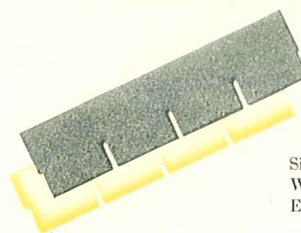


Size 12½ in. x 40 in.
Weight per square 247 lbs.
Exposure 4 inches.

NEPONSET DOUBLE TWINS

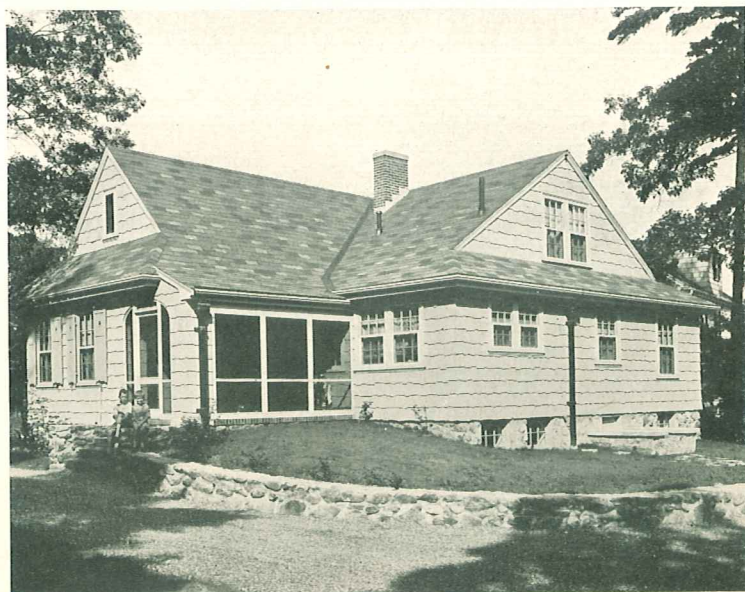
The dimensions of this shingle make for accuracy and speed in laying. Of the same high quality as all of Bird Roofing, they provide a durable, good looking roof giving excellent service at a moderate cost. A wide variety of colors and blends affords opportunity for selection to harmonize with the house and its surroundings. Three thicknesses over the entire roof.

AMERICAN DOUBLE TWINS



Size 10 in. x 40 in.
Weight per square 197 lbs.
Exposure 4 inches.

Similar to the Neponset Double Twins in everything except size. This American Double Twin is, when on the roof, a two thickness shingle with three thicknesses in places—a very satisfactory protection under all conditions of weather. Same wide choice of colors as found in other Bird roofings.



A ROOF OF NEPONSET DOUBLE TWINS
SLATE BLENDE



BIRD THICK BUTT SHINGLES

The outstanding features of Bird Thick Butt Shingles are the extra protection on the exposed portion thereby increasing the life of the shingle and the extra thickness accentuating the shadow lines and giving the appearance, as well as the fact, of extra weight, extra protection and extra life.

They are *shatter-resistant* to permit handling and application in the coldest weather without injury. All are listed and approved by the Underwriters' Laboratories for their fire-resistant qualities.

SUPER THICK BUTT

3-1 Strip



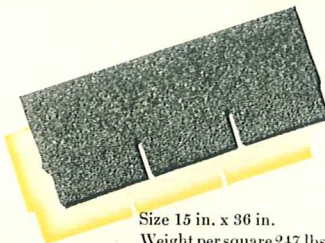
Size 12 in. x 36 in.
Weight per square 240 lbs.
Exposure 5 inches.

These Super Thick Butt Strips offer many of the advantages of more expensive shingles—extra weight and appearance, long life, coarse mineral surfacing, fire resistance, beauty and safety. The wide, heavy butts add to their naturally rugged appearance on the roof.

The wide range of colors and blends available permits exacting choice for architectural harmony.

SPECIAL THICK BUTT

3-1 Strip



Size 15 in. x 36 in.
Weight per square 247 lbs.
Exposure 5 inches.

Sturdily constructed, the thick, heavy butts are accentuated on the roof by their own shadow lines, giving a rugged, attractive appearance to the roof.

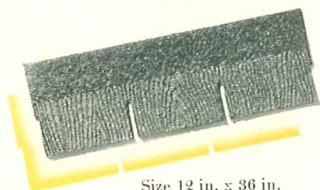
These Special Thick Butts give three thicknesses over the entire roof. Made in a variety of colors and color blends to meet every requirement and individual taste.

THICK BUTT SHINGLES as developed by Bird & Son, inc.

have come to be the outstanding Asphalt shingle today. Now we have added a further improvement. This added feature is a surface grained effect greatly increasing the beauty and charm of the Thick Butt Shingle.

WEATHERTEX THICK BUTT

3-1 Strips



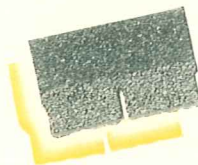
Size 12 in. x 36 in.
Weight per square 210 lbs.
Exposure 5 inches.

Found in no other than a Bird Thick Butt Shingle is the surface grained or embossed effect—*something entirely new in asphalt shingles*—see below and page 10 for illustration, making for greater beauty than ever before. They are surfaced with standard sized mineral granules. 3-1 Strip Thick Butts make an excellent roof both in appearance and service. Also manufactured without the embossed design.

There is a wide variety of colors and blends from which to make a selection.

NEPONSET TWINS

Thick Butts

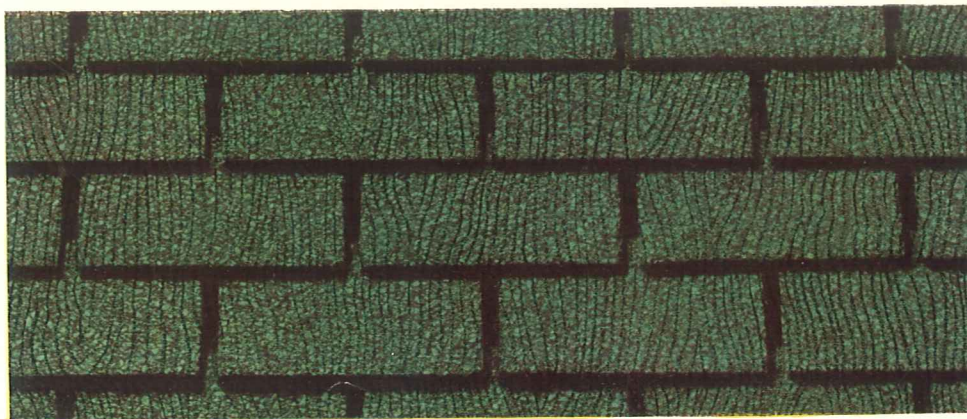


Size 12 1/2 in. x 20 in.
Weight per square 275 lbs.
Exposure 4 inches.

are so heavy as to make their substantial construction clearly visible. There are numerous colors and blends from which to make a selection. These twins are virtually a three thickness shingle—three shingles thick over the entire roof—ample protection with a wide margin of safety.

They are an economical, satisfactory solution to the problem of choosing the right roof.

If your buildings are roofed with Mineral Surfaced Asphalt Shingles you need have no fear that they will catch fire from falling sparks or embers.



WEATHERTEX
THICK BUTT
Dura Green

NEPONSET TWIN
THICK BUTT
Art-Blende





A ROOF OF SPECIAL HEX TWINS — SUN-GLO

ART HEX ROOFING

(Patented)

A roll roofing in variegated colors with the design of an Hexagonal Shingle. Applied quickly and securely over old roofing, it gives the house a smart and modern appearance at low cost.

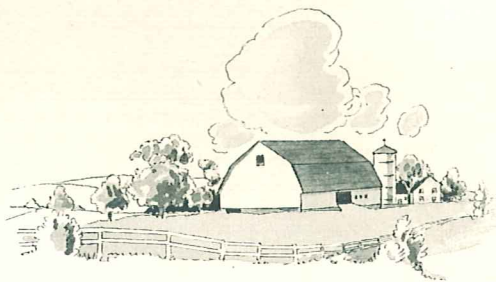
Weight per square 118 lbs.

ART CRAFT ROOFING

This roll roofing, especially designed for application over old roofs, is in the pattern of green tiling. While the cost is considerably less than shingles, it gives the house a trim, prosperous appearance.

Weight per square 92 lbs.

Consult your local dealer regarding the ease and economy of the Bird Financing Plan. No cash down—pay out of income.



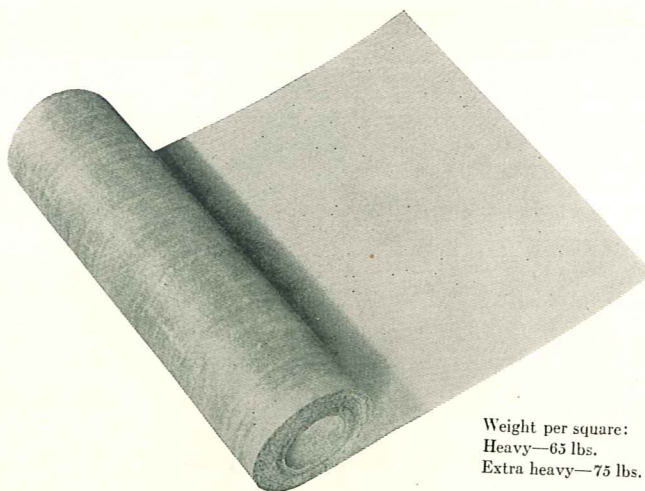
SHINGLE DESIGN ROOFING

Has the appearance of a shingle roof. Substantial and made of the best materials throughout. It makes an exceptionally strong and durable roof.

Weight per square 92 lbs

PAROID—*The Super Roofing*

Surfaced with a bright, clear asbestine talc. Its especially light natural color is combined with other characteristics which reflect sun rays, preserving the roof. The all-around roofing of the country—the most practical, safest and best looking for the least money—farm buildings, warehouses and other buildings across the continent are protected by Paroid Roofing. It stands against all climatic conditions unimpaired through many years of exposure to all kinds of weather.



Weight per square:
Heavy—63 lbs.
Extra heavy—75 lbs.



**ROOFED WITH TWIN THICK BUTT
SHINGLES — SUN-GLO BLENDE**

**Farm Buildings
Roofed with Paroid
the Super Roofing**

PROSLATE ROOFING

This is another Bird Specialty similar to our Bird Standard Mineral Surfaced Roofing except for a strip 3" wide along one edge from which the mineral surfacing is omitted. This selvage is nailed and the next roll of roofing is lapped over and fastened with a special quick-setting cement. This "blind nailing" covers the nails and makes a better looking roof. It is a particularly safe roof because there is no possibility of the nails "pulling" or loosening. *Shatter-resistant.*

Weight per square 90 lbs.

MINERAL Surfaced ROOFING

The mineral surfacing is embedded by the same special processes used in manufacturing Bird Shingles.

Natural colors which will not fade make attractive-looking roofs. Being fire retardant it will not ignite from sparks or embers—a valuable asset. Rain water draining to cisterns will not taste or discolor. . . . On account of low cost this roofing is particularly suited to barns and farm buildings. *Shatter-resistant.*

Weight per square: Medium—75 lbs. Heavy—90 lbs.

UNIVERSAL ROOFING

Definitely in the low price class. It is absolutely waterproof and recommended for buildings such as sheds, construction camps, etc. It is excellent for sheathing buildings and other miscellaneous uses.

Weight per square: Light—35 lbs. Medium—45 lbs. Heavy—55 lbs.

MINERALITE

Surfaced with fine non-fading minerals. It is a long-life, low-cost roll roofing. . . . Its great attraction lies in the colors obtainable in this surfacing.

Weight per square 55 lbs.

OLD RELIABLE

As dependable as the name implies, it will give entire satisfaction on any roof where a smooth surfaced roofing is desirable. . . . Made in four weights—light, medium, heavy and extra heavy.

Weight per square:

Light—35 lbs. Medium—45 lbs. Heavy—55 lbs. Extra heavy—65 lbs.

AMERICAN Ready ROOFING

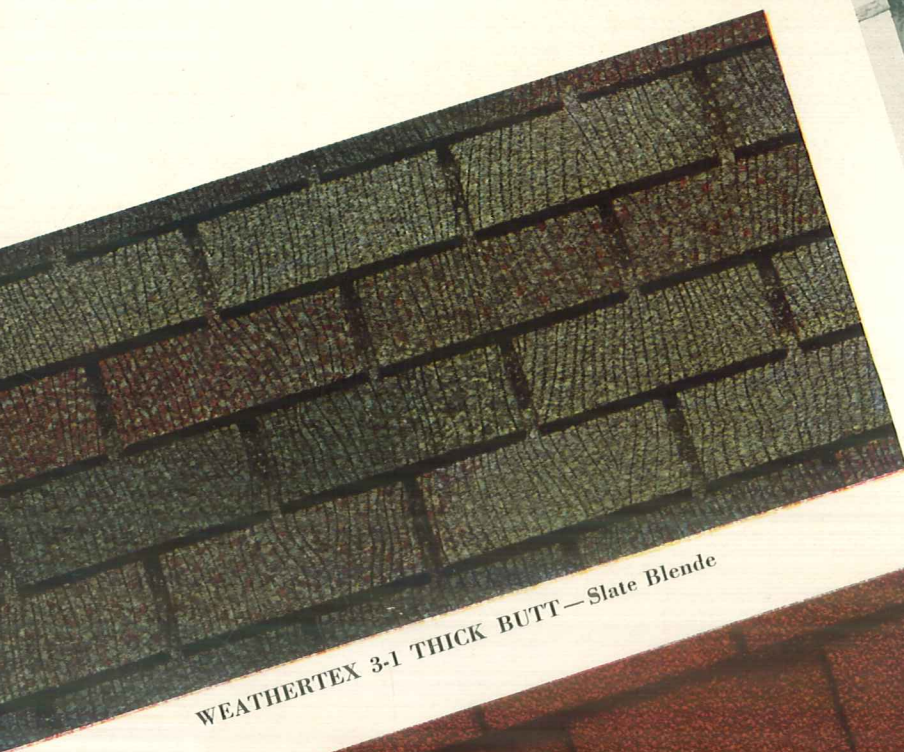
Provides a good serviceable roof of excellent value. Both weights bear Underwriters' Class C label.

Weight per square: Medium—45 lbs. Heavy—55 lbs.

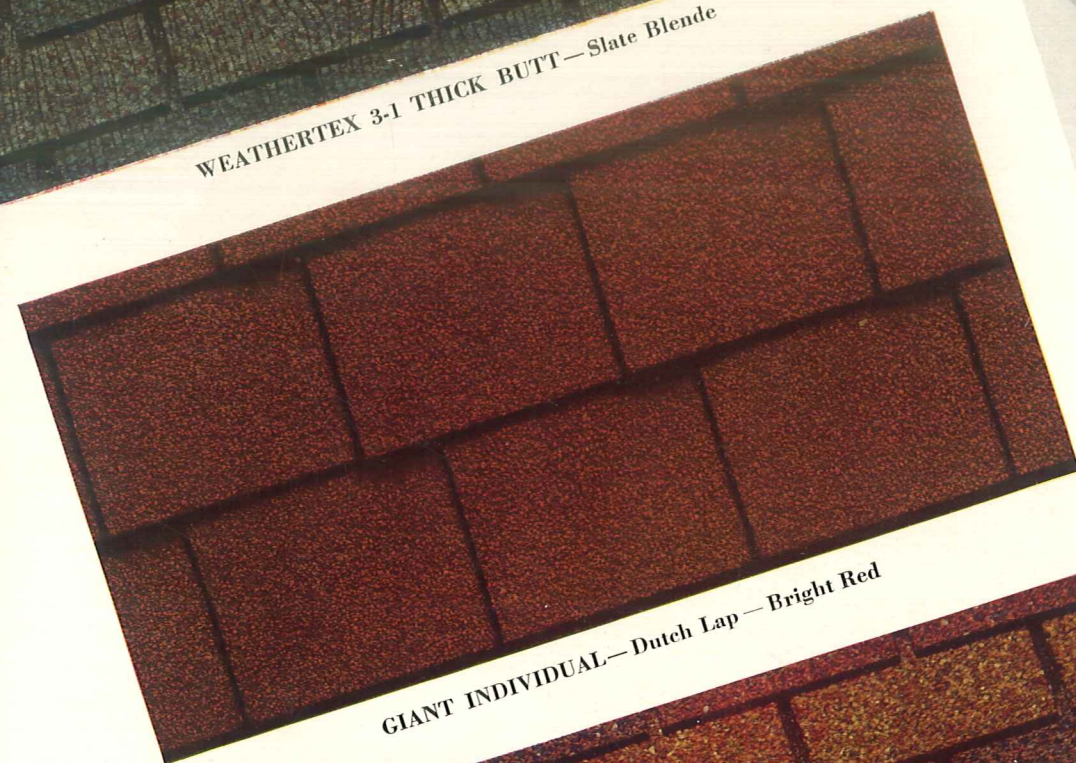
WATERDYKE ROOFING

Made of high grade materials it gives good service. There are three weights—medium, heavy and extra heavy. Low in price, gives satisfactory protection at low cost.

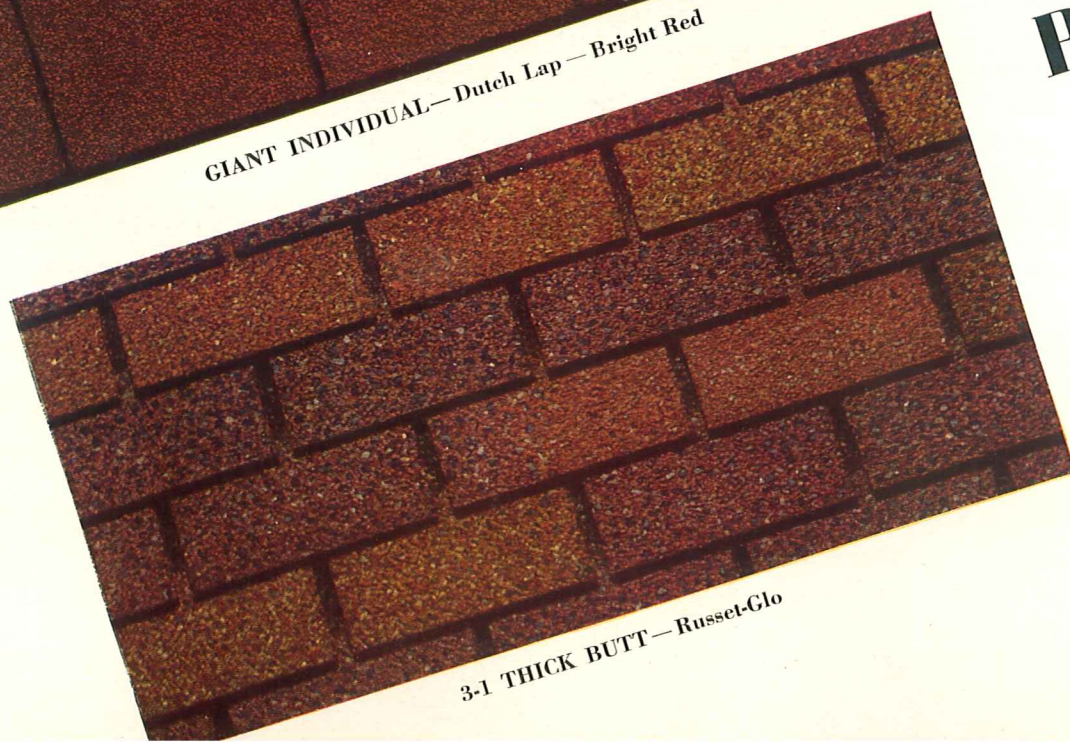
Weight per square: Medium—45 lbs. Heavy—55 lbs. Extra heavy—65 lbs.



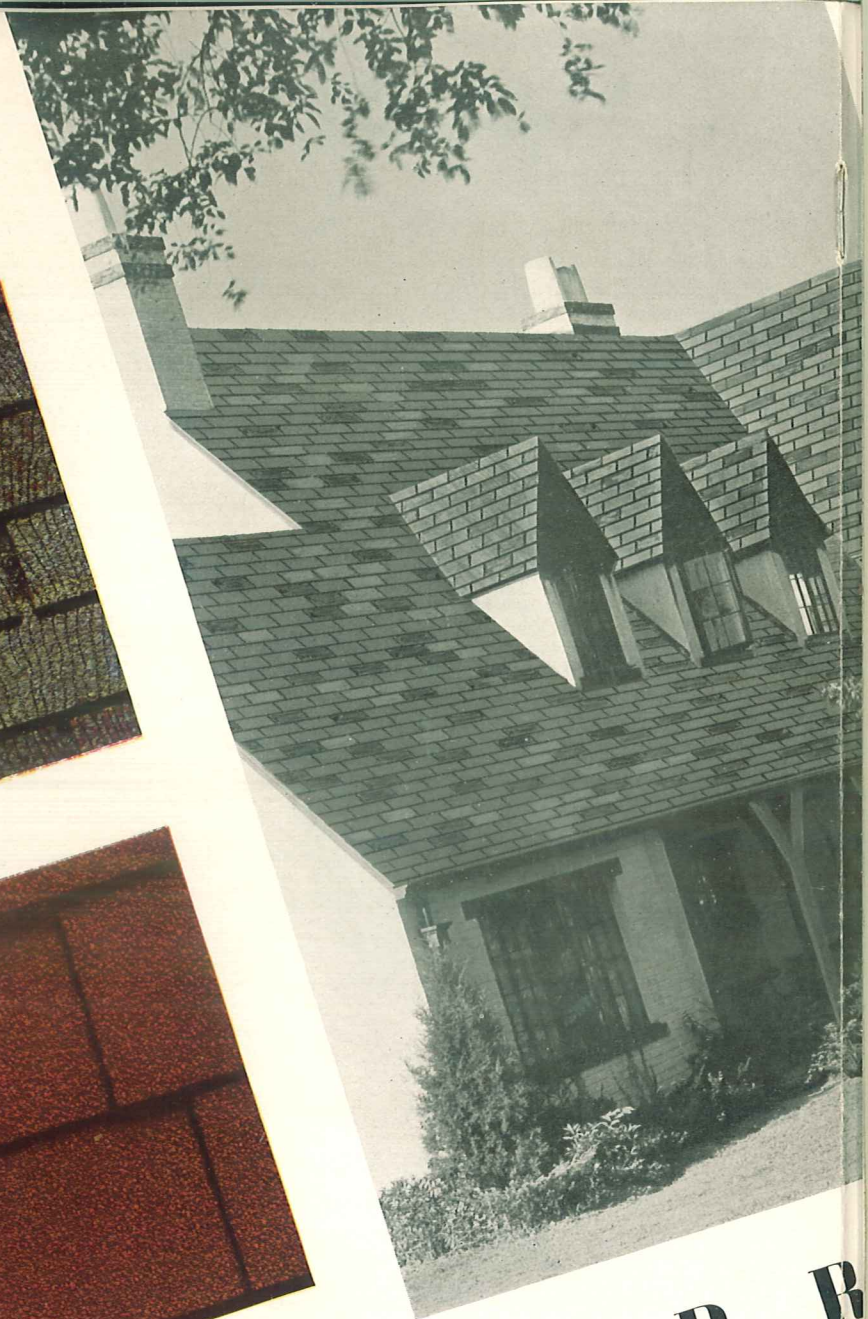
WEATHERTEX 3-1 THICK BUTT—Slate Blende



GIANT INDIVIDUAL—Dutch Lap—Bright Red



3-1 THICK BUTT—Russet-Glo



BIRD Make

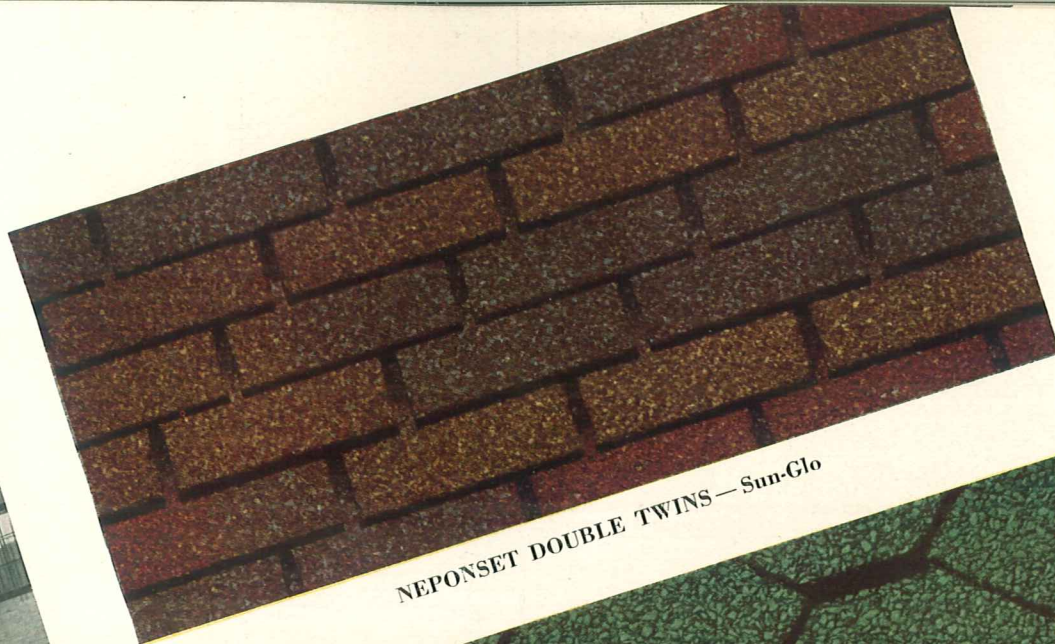
All Bird designs and co-
tectural standards. There are
offend good taste. There are
roof area—others particular
For houses in closely built
settled sections. Consult y
perience are at your serv

Bird Shingles a
of the elements. Shat
in coldest weather.
blistering in the ho

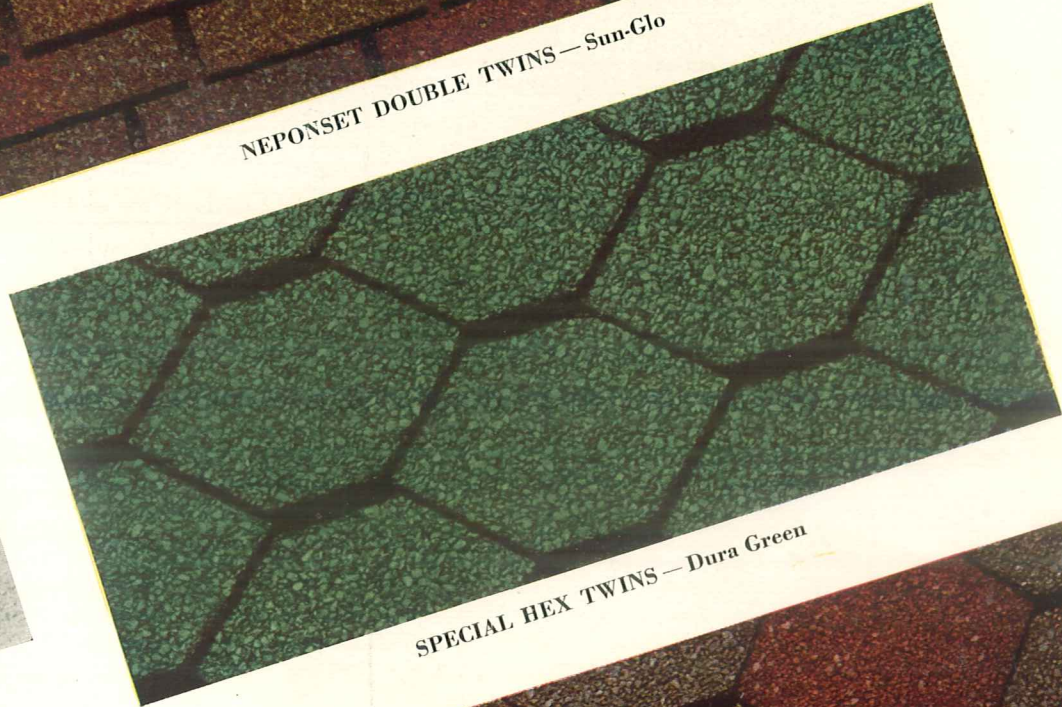


ROOFS Homes

Colors are in accordance with architectural designs. There are no fantastic shapes or colors to be seen. These shingles for the house with a small porch are specially designed for large expanses of roof. They are built up areas and for those in sparsely populated areas. Your local Bird dealer. His years of experience and his advice will be of value to you. They are fortified against the most severe abuse. They are weather-resistant — they can be safely handled. Coating Stabilized — they are resistant to the hottest weather.



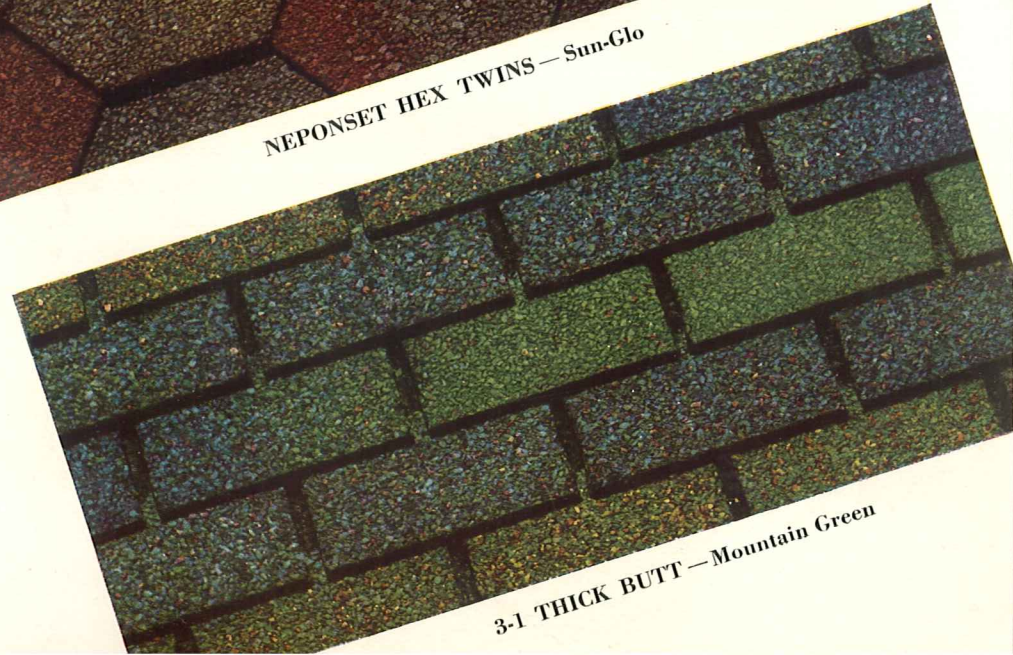
NEPONSET DOUBLE TWINS — Sun-Glo



SPECIAL HEX TWINS — Dura Green



NEPONSET HEX TWINS — Sun-Glo



3-1 THICK BUTT — Mountain Green



A ROOF OF NEPONSET HEX TWINS
SUN-GLO

SPECIAL HEX TWINS



Size 13 in. x 40 in.
Weight per square 206 lbs.
Exposure 5 inches.

Surfaced with a special coarse mineral which gives a distinctive appearance, the individual colors blend to make a most attractive roof. Years of satisfaction are to be had in a roof of these shingles. *Shatter-resistant.*

NEPONSET HEX TWINS



Size 14 in. x 40 in.
Weight per square 207 lbs.
Exposure 4 1/2 inches.

Well proportioned — designed to make an attractive roof. These shingles give an impression of thickness and weight and are extremely durable. The colored minerals retain their beauty through the years. A large variety of colors and color blends to choose from. *Shatter-resistant.*

AMERICAN HEX TWINS

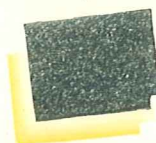


Size 11 1/2 in. x 40 in.
Weight per square 160 lbs.
Exposure 4 1/2 inches.

These mineral surfaced asphalt shingles are particularly well proportioned and give a deep double butt effect. There are such a wide variety of colors and blends that all requirements of beauty and architecture can be met. Designed for steep roofs. *Shatter-resistant.*

LOC-SET

for Roofing or for Side Walls



Size 12 3/4 in. x 16 in.
Weight per square 135 lbs.
Exposure 10 1/8 in. x 13 in.

“Loc-Set” Shingles offer the vital combination of safety and beauty at a low price. Especially suited for application over old roofs. Securely fastened at four points, they are particularly adapted to windy and stormy areas. *Shatter-resistant.*

FELT

Asphalt

High grade felt thoroughly saturated with asphalt, used in construction of Built-up roofs and under slate and tile.

Sq. Ft. per roll, 432 Applied weight per roll, 52-60-65

Deadening

Sound insulator for walls and floors.

Sq. Ft. per roll, 450 Applied weight per roll, 52-75

Tarred

High grade felt saturated with tar, used in constructing Built-up roofs and for general hardware purposes.

RUBBERLIKE MATTING

Here is the answer to innumerable flooring problems. For recreation rooms, locker rooms, hallways, kitchens, shower rooms, stores—wherever there is constant passing—a good floor to be protected, Rubberlike Matting gives exceptional service at a remarkably low cost.

It is a thick heavy, waterproof, corrugated material, resilient and comfortable to walk and stand upon—neat in appearance. It resembles wide ribbed rubber matting.

Bird Shingles of any type may be satisfactorily laid right over the old wood shingles, in fact for re-roofing we recommend this method for the added insulation, elimination of litter consequent to removal of old shingles, lower cost, and time saving features.



Building Papers

NEPONSET—*Black*

For use wherever a durable, air-tight and absolutely waterproof building paper is required—such as back of stucco, under clapboards, under roofing and between double floors. It is a tough, heavy paper thoroughly saturated and coated to shed water like a duck's back. It is air-tight and serves as a barrier to wind and rain. . . . It will last as long as the building stands.

Sq. Ft. per roll, 500 Applied weight per roll, 50

ECONOMY—*Waterproof*

Economy Building Paper is asphalt saturated, but not coated. It is pliable, waterproof and air-tight. It is smooth, tough, odorless and clean to handle. Often used by roofers for Slater's felt.

Sq. Ft. per roll, 500 Applied weight per roll, 25

COATED KRAFT

A strong Kraft Paper treated with a waterproof coating. Ideally suited for sheathing or for use between floors, walls, etc

Sq. Ft. per roll, 500 Applied weight per roll, 12-15-24

SUPER SHEATHING

Waterproofed on one side—especially useful in covering new floors.

Sq. Ft. per roll, 500 Applied weight per roll, 20-30

ASPHALT *Liquid* ROOF COATING (Cut Back)

For coating old roofs of metal, felt or ready roofing. Stops leaks and prolongs life of roofing.

ASPHALT LAP CEMENT (Cut Back)

For sealing laps of roofing. Contains an important ingredient—Asbestos Fibre.

SATURATED

AND COATED—*Black*

Somewhat lighter in weight than Neponset Black Building Paper and has the same uses.

Sq. Ft. per roll, 500 Applied weight per roll, 35

KRAFT—*Reinforced* *Waterproof*

Strong, tough Kraft paper reinforced with a mesh of jute fibres—enclosing a waterproof membrane of asphalt—for all purposes.

Sq. Ft. per roll, 500 Applied weight per roll, 32

DUPLEX KRAFT

Two tough sheets of Kraft paper enclosing a layer of asphalt—water and windproof.

Sq. Ft. per roll, 500 Applied weight per roll, 20

REFRIGERATOR—*Black* *Insulating Paper*

Largely used by refrigerator manufacturers for lining and insulating purposes. Very likely it is present in your own refrigerator.

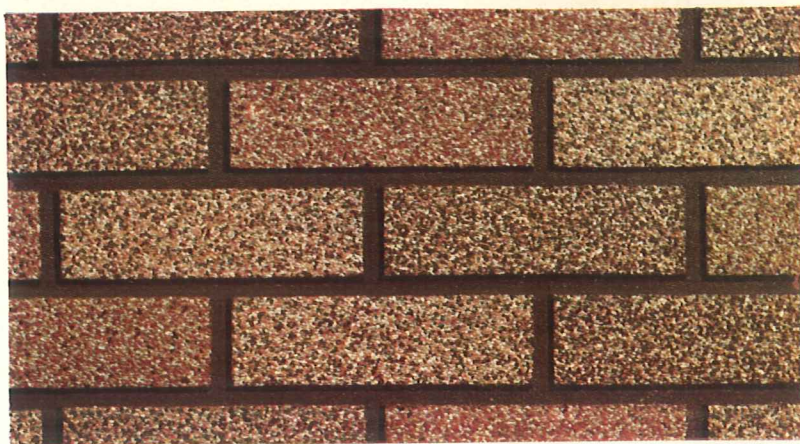
Sq. Ft. per roll, 500 Applied weight per roll, 45

ASPHALT *Quick Setting* LAP CEMENT (Cut Back)

For use in applying roll roofing with Blind Nailing. Contains an important ingredient — Asbestos Fibre.

ASPHALT *Plastic* CEMENT (Cut Back)

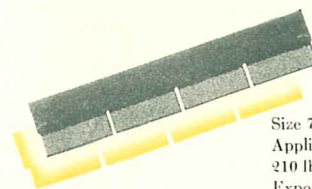
Indispensable for flashings around chimneys, sky lights, vent pipes, etc. Will make any valley tight. Contains an important ingredient — Asbestos Fibre.



ART-BRIC — No. 6 Blende



ART-BRIC — No. 5 Blende



Size 7 in. x 36 in.
Applied weight per square
210 lbs.
Exposure 3 inches.

ART-BRIC Siding

Bird Art-Bric imparts the trim, prosperous appearance of attractive face brick. Frame buildings with exterior walls of wood or stucco are transformed into trim, prosperous looking structures so similar to brick buildings in appearance it is almost impossible to tell the difference.

Combined with this improvement in appearance of a building with new side walls of Art-Bric, the expense of upkeep is reduced because the need for costly periodic painting is eliminated, with the added advantage of saving in heating cost due to its insulating value. *Shatter-resistant.*

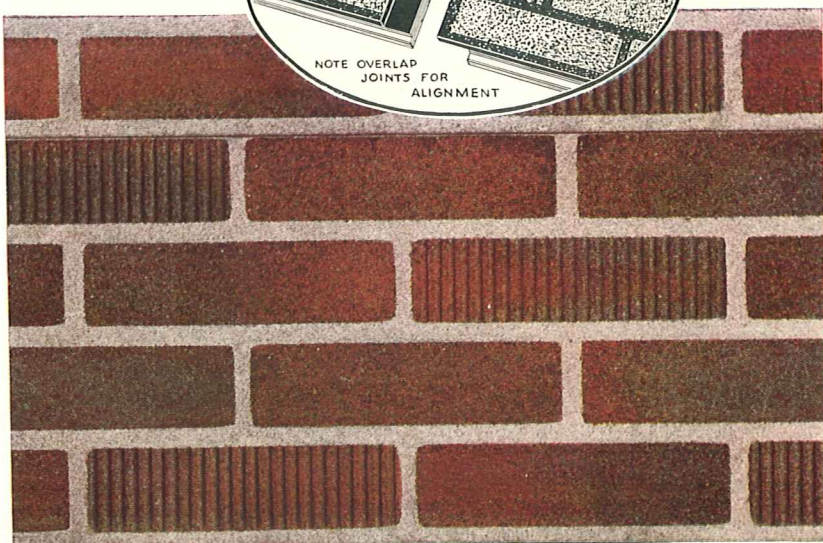
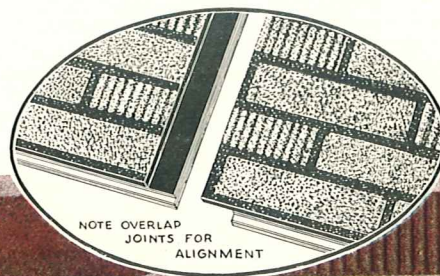
Art-Bric Siding is made in a great variety of delightful blends found only in the higher-priced brick. What an opportunity to save money and improve appearance, secure added insulation and eliminate future painting and upkeep.

INSULATED BRIC Siding

This outstanding product combines the beauty of attractive face brick with the comfort and economy of high grade, efficient insulating board. It provides a really practical way to insulate your home and at the same time make it more beautiful.

In addition to the comfort provided by the insulating qualities, there is the protection afforded by five layers of ground wood, bonded with four layers of asphalt. Moisture cannot penetrate and wintry blasts are effectively shut out. Painting expense is eliminated, fuel bills cut down, and the value of the property is increased. *Shatter-resistant.*

Panels: 12" wide 8½ ft. long
Applied lbs. per square 204



INSULATED BRIC SIDING — B Blende



Sided with
ART-BRIC
Bright red—white mortar line



INSULATED BRIC—B BLENDE

| REAL BRICK

Originally two buildings — one brick and one frame. The frame building gutted by fire and rebuilt—The side walls surfaced with Insulated Bric Siding—"B Blende" White lines to match the brick building at the right side of the picture.

BRIC-CRAFT



Size 7 in. x 36 in.
Applied weight per square
160 lbs.
Exposure 3 inches.

Designed for side walls,
it eliminates painting expense and
saves fuel by providing a substan-
tial barrier against the elements.

Made in a variety of beautiful blends and
colors giving the trim, prosperous appearance of a
charming face brick. No more painting expense.
Beauty, Protection and Economy combined. *Shatter-*
resistant.

ARTWALL STRIPS



Size 11 in. x 36 in.
App. wt. per sq. 131 lbs.
Exposure 5 inches.

These are intend-
ed for use over wooden
siding. They eliminate
painting and furnish add-

ed protection from the elements.

They are practical, easy to apply, attractive
in appearance, almost overnight making the building
modern and desirable. *Shatter-resistant.*

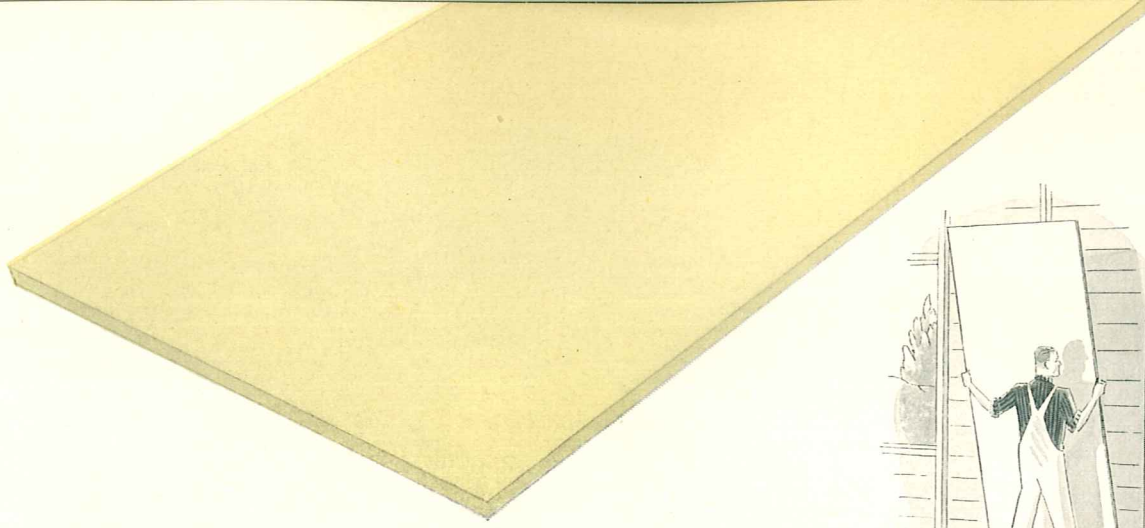
COLORS

The illustrations in this book show only a few
of the large variety of colors and color blends in the
Bird line of Asphalt shingles. These color plates re-
produce on paper the shades of color and texture
found in the shingles. Compare them with the
samples submitted by your dealer for assurance that
your roof will look like the illustrations.

Ask your dealer to demonstrate the shatter-
resistant qualities of these shingles and also note how
firmly the minerals are embedded, insuring continued
beauty and permanence through the years.

There are Bird products for every type of
building from the smallest shelter to the largest in-
dustrial plant.

Behind Bird Products are all the resources,
experience and integrity of an outstanding leader in
its field.



BIRD *Insulating* BOARD

Bird Insulating Board is made of coarse, long, wood fibres arranged to produce the largest number of air cells. Dry air is the most efficient insulating material known. The volume of air and the amount of moisture in that air are important factors in this determination. Five plies of this specially processed wood fibre cemented together by four layers of asphalt, the best waterproofing known to man, make an insulating board which is exceedingly strong, waterproof and a barrier to rot and vermin. The hot asphalt used drives out the dampness so that the completed board is lower in moisture content than any competing products. This same air cell construction provides exceptional sound absorbing and sound deadening qualities. The smooth surface texture permits the use of a wide variety of paints, lacquers, or plastic paints and other finishes. However, the unpainted surface is good looking and is frequently used without additional treatment.

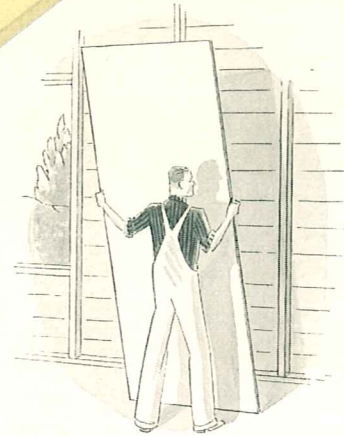
850 lbs. per M sq. ft.

BIRD *Insulating* LATH

This is identical in character and construction to Bird Insulating Board made in special form with ship-lap edge for use as a base for gypsum plaster.

Its waterproof, layer-built construction forces the drying to proceed slowly and evenly through the plaster, resulting in an unusually high plaster bond; prevents warping and reduces the possibility of the plaster cracking.

850 lbs. per M sq. ft.



BIRD *Building* BOARD

This presents a waterproof surface, which is attractive in appearance because of a heavy coat of special paint applied as a part of the manufacturing process. The color is such that it makes a very good interior board without further decoration. In cases where it is desirable to paint this surface to meet some particular color scheme, it can be painted easily and requires comparatively little paint.

The ground-wood base is combined with asphalt. The layer-built construction provides an insulating board of greatest structural strength.

For Exteriors: Cottages, portable houses, bungalows, chicken shelters, garages, and various other types of small buildings. *For Insulation:* Advantageous for use in stock barns, poultry houses, sterilizing rooms. Being waterproof it can be flushed down with a hose without injury. An exceptionally fine product.

1030 lbs. per M sq. ft.

BIRD *Insulating* BLANKET

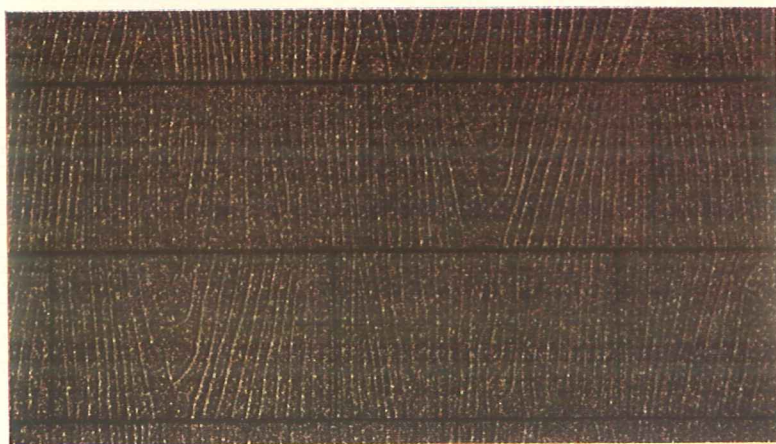
This is a soft, flexible insulating material, easy to handle and economical. It has excellent insulating value and may be used wherever flexible insulation is desirable.

One side is made waterproof with an asphalt coating and when applied with the waterproofed side toward the outside of the building will prevent penetration of drafts and dampness.

Sq. ft. per roll 100—Weight 25 lbs.



WEATHERTEX SIDEWALL—Shale Gray



WEATHERTEX SIDEWALL—Falcon Brown

Outstanding Characteristics of **BIRD Asphalt PRODUCTS**

Careful selection and control of the most suitable raw materials for the purpose.

Manufacturing processes proved best and most modern, with human equation reduced to the minimum to prevent irregularities or errors.

Expert and thorough inspection of each step in manufacturing process.

All shingles shatter-resistant to prevent damage during application in coldest weather or from ice and snow.

Arched cut-outs in strip shingles and twins to prevent possibility of tearing during application.

Method of packing exclusive with Bird insures protection on all sides.

WEATHERTEX SIDEWALL *Shingles*

A new asphalt material developed for sidewall purposes. It embodies the durable and weatherproof qualities of asphalt shingles and has a novel grained effect which brings out the texture and gives the appearance of weathered wood at the same time eliminating the necessity for painting repairs and maintenance of a wood sidewall.

The waterproof character of this material prevents penetration of moisture to the under structure.

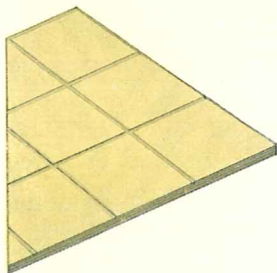
The extra thickness gives assurance of long life and provides increased insulation against outside temperatures.

Size 12 in. x 15 in.
Applied weight per square
211 lbs.
Exposure 7 inches.



A ROOF OF SPECIAL HEX TWINS
SUN-GLO

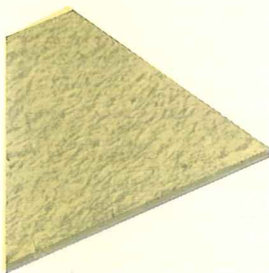
SUPER NEPONSET WALLBOARD *Tile Design*



Designed expressly for rooms where a tile design effect is desired. The surface of this remarkable wallboard lends itself readily to enamel or flat tints. Finished in Buff it can be used without painting. It withstands varying degrees of humidity and temperature. The famous waxed back is an added protection found only in Bird Wallboards. In two designs, 4 inch square tiles and 1½ in. x 4 in. tile.

Net weight 600 lbs. per M sq. ft.

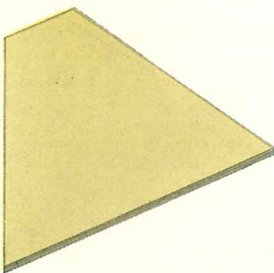
NEPONSET WALLBOARD



The stippled plaster effect is foremost of the many advantages of Bird Neponset Wallboard. Finished in Cream White, it may be painted to conform to other color schemes. It is thoroughly impregnated with water-resisting sizing. The back of this popular board has a superior waxed finish—a valuable protection against moisture and dampness.

Net weight 599 lbs. per M sq. ft.

AMERICAN WALLBOARD



A lighter board than Neponset Wallboard, yet one of exceptional tensile strength. It has a smooth finish in Buff or Green as preferred and can be easily painted any color desired. Like Bird Neponset Wallboard it is easy to saw, clean to handle and very economical to use.

Net weight 503 lbs. per M sq. ft.

Bird Wallboard is a Laminated Board

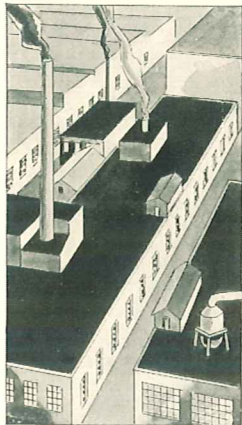
Such a board has great strength and is not brittle.

Advantages

Wallboard is clean to handle and apply and eliminates the dirt and confusion involved in the use of plaster.

Wallboard is used for ceilings, partitions, paneling, general decoration and repairs. Large quantities are used in the making of movie scenery, store window displays and the manufacture of furniture of various kinds.

BIRD BUILT-UP ROOFS



For the roofing of industrial buildings — stores, factories, apartments—and for use on porches, sunrooms and other flat decked buildings there is a Bird Built-up Roof.

Bird Built-up Roof Specifications comprise various types—a roof for every type of building.

The proper application of Built-up Roofing is definitely a specialized business. It requires experience. Special equipment is needed. Bird Built-up Roofs are applied by accredited, competent, experienced roofing contractors, assuring you satisfactory roof service.

If you wish to make your home more convenient, more beautiful, more attractive to yourself and your neighbor, consult your local Bird dealer for ways and means. He is your local advisor, experienced, and interested in you and your problems. His advice will be based on his desire to secure and hold your continued patronage.

Should you desire to consult with one of our expert salesmen, it will be quite easy for him to arrange for an interview.

Bird dealers are as particular as is the manufacturer to have Bird products properly and satisfactorily applied. They can recommend to you qualified builders, contractors, roofers and siding applicators on request.



"I have used and recommend Bird Products for permanent satisfaction."

Among the outstanding products of Bird Manufacture are
NEPONSET RUGS and FLOOR COVERINGS

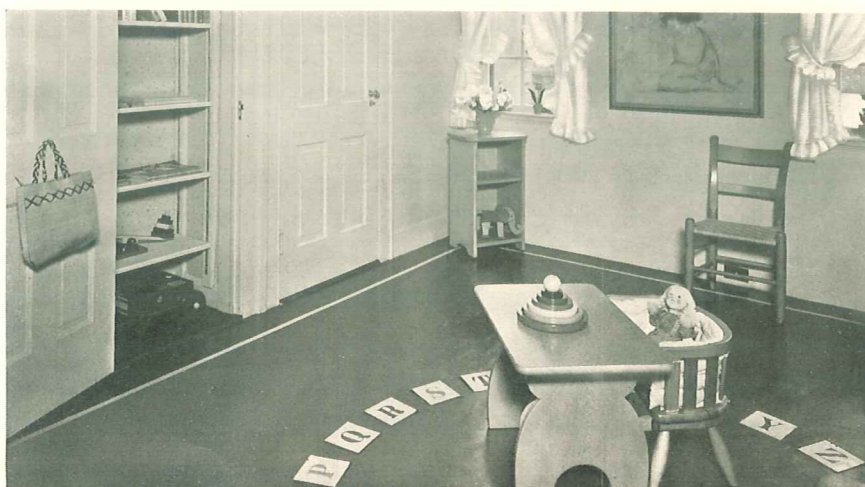
These nationally known products need no introduction. Beauty of patterns, ease of cleaning, extreme flexibility, and guaranteed satisfaction are features every housewife appreciates.

DURACORK

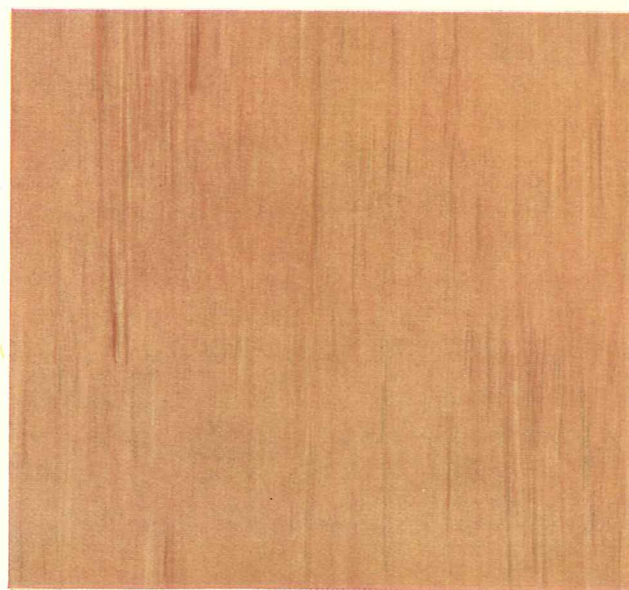
As the name implies, this is a cork composition made in an extremely durable form possessing qualities most desirable for floor covering. It gives remarkably long wear and has a striking and distinctive beauty. Easy to keep clean, as it may be washed with any commercial soaps or household cleaners without injury. It is waterproof throughout to a very high degree.

Being already waxed as it comes from the mill, rewaxing, if desired, is a simple operation.

Duracork is resilient, therefore care should be taken to protect it from indentation as a result of using too small casters, etc. It lays perfectly flat on the floor without cementing or other fastening. Procurable in a wide variety of colors.



PATTERN No. 200



PATTERN No. 208

B I R D P R O D U C T S

ROOFING

Shingles

Neponset Twins Thick Butt	Weathertex 3 in 1 Thick Butt	
Hex Twins	Double Twins	Individuals
Insulated Bric-Siding	Art Wall Siding	Weathertex Siding
	Bric-Siding	

Roll Roofing

Paroid	Designed	Mineral Surfaced	Smooth Surfaced
		Proslate Roofing	

Building Papers Wallboard

SPECIALTIES

Insulating Board	Insulating Lath	Insulating Blanket	
Building Board	Rubberlike Matting	Built-up Roof Materials	
Deadening Felt	Tarred Felt	Asphalt Felt	Plastic Cement
	Roof Coating		

FLOOR COVERINGS

Neponset Rugs and Floor Coverings		
Economy Rugs and Floor Coverings		
Neponset and Economy Hall Runners	Rug Borders	
Duracork Floor Coverings and Hall Runners		
Lining Felt	Saturated Felt	Rubberlike Matting

BOXES

Solid Fibre and Corrugated Fibre Shipping Cases	
Solid Fibre Wood Frame Shipping Cases	Textile Board

CARTONS

Shoe Cartons	Neponset Waterproof Paper	Flower Pots
Tack and Screw Boxes	Earth Bands	Plant Boxes

SPECIAL PAPERS

Index Pressboard	Rocket Paper	Industrial Filter Paper
Dry and Waterproof Felt Papers for Special Purposes		

The Economy of Quality

This is the principle behind all of the products manufactured and marketed by Bird & Son, inc. Engineering skill, laboratory research, scientific control of manufacturing processes all combine to produce

The Best—and the Best for the Money

BIRD & SON
INCORPORATED
EAST WALPOLE, MASS.



There Is a Best in Every Field

The surest way to build is on a foundation of Definite Quality and Service.

This policy is the true secret of success.

No concern ever made a decided success that did not do good, honest work. Even in these days of the fiercest competition, when the matter of price seems of paramount importance the root of great business success is embedded in the vital factor of quality.

The continuous, consistent growth of Bird and Son attests to their adherence to this permanent policy of "Quality first."

Founded 140 years ago, steadily and constantly keeping abreast of the times, promptly adopting the latest and best ideas in Methods and Materials wherever and whenever found should inspire confidence in the name and products of "Bird."

Science, or more simply, "Modern Factory Control" has removed all guess work from products manufactured by Bird and Son.

The Bird Finance Corporation—a financial institution approved by the Federal Housing Administration and used by your local Bird Dealer—can help you to repair, reroof and remodel your home.



BIRD
NEPONSET
PRODUCTS

TRADE
REG. U.S.



MARK
PAT. OFF.

Established 1795

